

TDM Success Story:

University Village Employee Program Eases Urban Shopping Center Parking Problems

University Village is a popular urban retail shopping center located in Seattle near the University of Washington. "The Village" houses a unique mix of 84 upscale stores and restaurants geared towards families with small children. Congestion and parking shortages have been chronic for shoppers. A Transportation Demand Management (TDM) program combining parking restrictions and transit subsidies for employees is helping to ease these problems.

Background

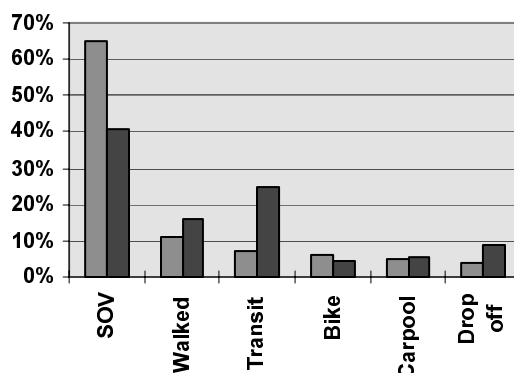
- ◆ By 1998, University Village was experiencing growing congestion and chronic parking shortages for customers. At the same time, there were plans to expand retail space, and the surrounding community was concerned about resulting traffic impacts.
 - ◆ Through King County Metro, grant funding was secured for a part-time Employee Transportation Coordinator to market and manage a TDM program for the approximately 1,500 employees of University Village stores. The Employee Transportation Coordinator works as part of the shopping center's management office staff and tenants participate in the transportation program as a condition of their leases.
- ◆ Free bus passes and route assistance for all employees (\$700 annual value)
 - ◆ Prepaid Guaranteed Ride Home for emergency situations (GRH)
 - ◆ Enforced employee parking restrictions (employees may not park on site and this is enforced through ticketing and towing by the shopping center security team)
 - ◆ Manager parking pass (store/business managers are assigned one or two parking spots on site)
 - ◆ Quarterly transportation fairs
 - ◆ Ongoing marketing, information, materials for employees
 - ◆ Ridematching assistance for carpools and vanpools

Stats

Program highlights from May 1998 to June 1999:

- ◆ The SOV rate for employees has decreased from 65% to 40.6%.
- ◆ Transit ridership has increased from 7% to 24.7%.
- ◆ Modest increases were also made in carpooling, vanpooling and drop-offs (see graphic).

University Village Program Results 1998-99



Source: University Village Program Results for 1999

What makes it successful?

A “carrots and sticks” combination :

- ♦ The University Village program combines parking restrictions with a hefty transit subsidy. Employees are not allowed to park on-site. They are ticketed and then towed. Managers are responsible for their employee’s parking tickets and may lose their manager parking spots as the result of too many employee tickets. At the same time, transit passes are offered free to all employees. The most significant mode shift has occurred in transit use.

Retail managers’ buy-in:

- ♦ Tenants are required to participate in the employee TDM program as part of their leasing agreements. Besides losing their designated parking spaces if their employees accrue too many parking tickets, managers are required to pay for their employees’ transit passes through a pooled fund to which all shopping center business owners contribute in order to cover common expenses. This manager buy-in has facilitated the high percentage of mode shift among employees, which in turn has reduced congestion and freed up valuable parking spaces for customers.

Information and statistics from University Village Employee Transportation Coordinator, Alice Hanson, and, *1999 University Village Program Results*, June 2000.

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